

with the progressive art of the present?" The answer to the question is quite simple – we must follow the same path as the contemporary art, that is, popularize with the help of various practices that allow us to attract our own supporters in society.

- If we proceed from the possibilities of our country, our region, then various communication measures (master classes, festivals, handmade fairs, etc.) come to the aid, aimed at popularizing and developing arts and crafts in the modern space. There are such competitions "Slobozhansky souvenir", "The Great Slobozhansky fair", the festival of traditional folk culture for children and youth "Krokovoe circle", the handmade ARTiSHOP fair, as well as various master classes held on the basis of urban art spaces and art therapy, that is, methods that allow self-medication to be undertaken with the help of art (in this case, through the use of various techniques of decorative arts and crafts). All these directions in full ensure the further functioning of the arts and crafts of the region, help to revive their ancient traditions and, responding to the demand of modern society, not lose their authenticity at the same time.

## **CONTEMPORARY ART IN THE EXPOSITION SPACES OF KHARKIV: CHALLENGES OF THE XXI CENTURY**

**Tamila Pedan**, student

**Olga Ryabchenko**, Doctor of Science (History), Professor,  
*H. S. Skovoroda Kharkiv National Pedagogical University.*

**Kostyantyn Mishchenko**, senior teacher

*O. M. Beketov National University of Urban Economy in Kharkiv*

During the rapid development of information society, art faces the problem of its misunderstanding by exhibitors and exhibition visitors. The question: "What did the artist really want to say?" - remains relevant for most of them. The problem should be sought first and foremost in the rooted judgment of contemporary art through the prism of the classical, which at one time told about wars, glorified science and pushed fashion, promoted the nobles and covered revolutionary events.

Currently, the structure of the Institute of Modern Art of the National Academy of Arts of Ukraine (IPSM NAMS Ukraine), which is considered to be the only research institution in Ukraine, which performs fundamental scientific researches of all types of contemporary art, both practical and research studios aimed at development, operates in Ukraine. professional contemporary art and architecture, introduces new artistic technologies and practices. Therefore, before moving into the stage of contemporary art, it must be appreciated by the Institute of Contemporary Art.

One of the contemporary trends that emerged in Italy in 2007 is "Painting and Poetry," which emphasizes that literary texts are a source of inspiration for the creation of works of fine art and vice versa. The results of such cooperation should

be manifested in the new and most complete form of art that was presented in Kharkiv. For example, in the Kharkiv Art Museum during the 2016-2017. An exhibition "Maly Poetry of Sergei Zhadan" was exhibited. Specially for the festival of children's and youthful creativity, "Kharkiv is a city of good hopes," Sergei Zhadan handed over to the Art Museum his unpublished children's poems, which had to illustrate the young talents, and then, according to the results of the selection of the jury, the best works were included in the collection of Zhadan with these very poetry.

The Kharkiv Regional Library hosted an exhibition of book illustrations and art-beads from the students of the Kharkiv State Academy of Design and Arts, where the glorious project of illustrator Slava Schultz for her book "Tassenka and Cactus", which entered the collection of the most beautiful editions of the year according to experts of the Frankfurt Book fairs. The book consists of reversals of individual illustrations, some of which are painted, and a part must be painted by itself. This modern art form is the most accessible and most popular area of art therapy that allows a person to stay on his own and engage in creativity, which is usually difficult to find time.

A rather interesting phenomenon in Kharkiv is street art, for which the streets appear to be the expository plane, and, perhaps, the most prominent representative is Hamlet Zinkovsky with his extraordinary works of meaning. His work was previously perceived by communal services as being spoiled by the city and therefore actively painted. Today they are considered the business card of the city. Only the antifanates of the artist continue to make attempts to paint his drawings. Smuggling works by Hamlet Zinkovsky testifies to the lack of understanding of his ideas by individual inhabitants and the lack of understanding of contemporary art in general. His art really demands from untrained viewers more concentration and understanding. Contemporary art is this - it may be frank, maybe delicate, intertwined, but it always looks for a dialogue - either with a critic, or with a connoisseur.

Miner artist or Shakhtar River - all listed about the artist Roman Minin, who develops the mining theme of the region where he was born, mythologizes the lives of the inhabitants of Donbass and the life of miners, taking this topic for the metaphor of a closed social system. In Belgium this year, he staged an exhibition of works performed in the genre of transmonumentalism, which attracted the attention of large-scale panels, installations and works created by the technology of complemented and virtual reality. In Kharkiv, the version of the exhibition of his works had a more mundane character: in 2015, at the Yermilov Center, his exhibition "Transformatka" was presented, where he deformed the images, and through these deformations and transformations invited to dialogue about the content of phenomena and the social processes of the contemplators of his works. This exhibition highlighted the need for a radical transformation of consciousness and cultural and social values around which the human world revolves around. The greatest interest in the work is caused by its stained-glass windows, which many associate with the style of the 70's, with the Soviet style, whose aftertaste is still

hovering in the air. However, the author wants his miner's theme to be represented as rebranding, rethinking, and archetypes of miners he wants to clear from communist propaganda, to create his fairy-tale, which will be written in a monumental-decorative language.

In our time in Kharkov, new forms of art are developing more actively, raising the actual global issues. One of these is "Eco Art" or environmental art, the meaning of which is the reproduction of special artistic works, art objects, installations, paintings, interior items, clothes and accessories that have a special content and appearance, with the help of recycled materials. urge people to thrive on the use of natural resources and utilization, and form and develop such a direction as "rescaling" and "apex". In both cases, it is the process of creating new products from already consumed resources. On November 27, an exhibition of eco-art "Re-creation" was presented at the Regional Organizational-Methodical Center of Culture and Art. This exhibition is the first of its kind in Kharkiv, and therefore its presentation has caused a revival among the people. All presented exhibits are made from the resource used - from recyclable materials, which should attract people's attention to the issue of extending the life of used things - creatively transforming them into functionally needed and stylish things, or those that draw attention to the problem of the inefficient use of natural resources . The popular technique of eco-art that develops the direction of recaikeling is assembly - it is the production of paintings from waste and various unnecessary remnants and objects that stick to the surface of a canvas or a panel, as collages of magazine scraps, and then they can be covered with aerosol or acrylic paint. Such an extraordinary form of expression of the artist may be unacknowledged by visitors seriously, but if you look for meaning in it, then you can find a thousand arguments and ideas that it seeks to convey to an unprepared observer.

Kharkiv today is also considered as the youth capital of Ukraine, the city of students, and therefore it should be as flexible as possible for all the requests of this young, young artists and people with a "young" and "fresh" look at the various types of art present in the city. There are no global exhibitions in Kharkiv, accompanied by numerous drugs and afterpaties, but there is a public that shapes its taste and style, looks for itself and its vocation. Exactly artistic exhibitions and exhibitions, which form dialogue between different categories of visitors, become a source of inspiration for others, creative, or ossified passive, people. It is a great gift of art to serve as an ideological inspiration and to express the language of art in socially important topics. Kharkiv is on the way to attract young artists and in the fall of 2019 is preparing to host the Second Biennale of Modern Contemporary Art. The founder of this project is the Ministry of Culture in Ukraine, and the main organizers in Kharkiv are the Kharkiv Municipal Gallery. The first partners of the project were the Kharkiv Regional State Administration, the Kharkiv City Council, the Yermylvov Center Center for Contemporary Art, the Kharkiv School of Architecture and the PR-Agency Bagels & Letters. Therefore, we hope that Kharkiv will establish itself as a platform for the harmonious co-existence of young artists with visitors and fans of their creativity.